

# Why salespeople should be comfortable with being uncomfortable

Presented by J.W. Owens



**A Perspective 101 Series**



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With all the creature comforts available today, it doesn't seem right to tell someone to enjoy being uncomfortable. But being uncomfortable in certain areas may be good advice for salespeople. **Why?**

## Cold calls, long hours

- Making cold calls and working long hours may be uncomfortable, but **they're also necessary for sales success**. Successful salespeople understand that sometimes it takes present discomfort to achieve future gains.

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## New opportunities

- Successful salespeople also understand and appreciate that the upside of dealing with difficult situations is learning and developing new sales skills.
- They often pick difficult tasks (or sales calls) over the easy ones, recognizing they'll make them stronger as a salesperson.

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## Three key areas

**Here are three areas that cause discomfort for salespeople.**

It's a good idea to share these common sore spots with your staffers (especially the younger, less experienced reps) so they recognize they are not alone in dealing with them — and so they know how to deal with them.

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## Coping with losing a sale.

When some salespeople lose a sale, they push it to the back of their minds and chose not to talk about it.

But the first step in dealing with a lost sale is acknowledging it and learning what they could've done differently.

There's always tomorrow to turn things around.

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## Breaking out of a sales slump.

When someone's experiencing a slump, it's critical that the person look carefully at his or her approach, strategies, strengths and weaknesses.

The person must recognize that the key to breaking out of a slump is to maintain a positive attitude, prospect effectively, tailor presentations to individual prospects/customers and offer great after-sales service.

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## Dealing with customer problems.

When customers call with problems, salespeople are tasked with a **challenge**: drawing on all of their resources and experiences to come up with effective and timely solutions.

Those who become experts at problem-solving take on the role of **troubleshooter**, a role that builds customer trust and loyalty.



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This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



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